

# The Past Week Was a Picture of Merchandise Triumph

**The COHEN CO. INC.**  
THE DAYLIGHT  
STORE 97 RICHMOND



Proved how close Richmond stores come to the best in the country. Every available means in the buying—every modern help and consideration in the selling. This store must be yours to the greatest possible advantage at all times.

The Monday's sale will come near perfection in its enormous variety of new merchandise, and there will be more guarded prices than at any time in many years of the past.

## THE COHEN GARMENT STORE

Has developed one of the greatest spots that Cohen capital and energy can make it, to keep the people of Richmond dressing up to the minute. We are making every effort between Richmond, New York and Paris, and using every power within our means to do it well. The success of this season and the enormous sales in the department show we are near right.

### New Silk Suits at \$50

They are so new that we doubt whether anybody outside of one New York store has seen them since they were designed in Paris. They come in about four or five models.

### \$35 Buys Another Model

A combination of chiffon taffeta and French serge. The combination has been one of the delights of the new models. The shades run into each other with such perfection that the idea is novel. There are several models to choose from.

One of the new Simplicity Suits is of silk moire. It is difficult to tell the body from the sleeve. The idea of its fit is an entirely new design. The skirt is one-tiered. Price only

**\$22.50**

We will have on sale Monday 26 new Suits, made of serge, crepe cloths and shepherd checks. These suits have been priced by several stores at \$22.50. It is a suit that has taken well the last two weeks, and by making an offer for quite a number we have hammered the manufacturer down to

**\$15.00**

### This Is a Store of Dresses Now

They come made of crepe de chine, chiffon taffeta, printed pussy willow, charmeuse, poplins, etc. The variety, as we have stated before, comprises nothing but the new, with two, three and five tiers to the skirt; the bodies entirely different from anything that has been produced in the past. We only ask you to come to the department. No necessity for doing any buying.

**Prices Range from \$6.50 up to \$85.**

**Dancing Frocks & Evening Dresses from \$17.50 to \$100**  
Cohen's Second Floor.

### Everybody Is Buying Waists Here

and there are enough kinds for the style not to touch each other in the neighborhood. They come in daily, because they go out daily.

Here's a White Mirel Crepe Cloth, that comes in sparse colored flakes, beautifully made, for **\$3.96**  
Two other styles, in Combination Lace and Voile, for **\$2.79**  
Some New French Models in colors that have never existed before; they are really worth seeing. Among them, the tea rose, cream, de menthe, char-tereuse, crevette, etc., for **\$12.50**  
\$9.50 to **\$12.50**

Imported China Silk, both white and black, several styles; instead of \$2.25 they are **\$1.84**

Tango Crepe Waists, new cut; they would go around a woman twice; made of fine quality crepe de chine, white and colors, only **\$5.00**

Lace Waists of almost unending variety sell at from **\$5.00**  
\$1.96 to **\$5.00**  
Cohen's Second Floor.

### The New Embroideries

Are really new because they differ from any that have ever been bought. The development comes from Berlin high-grade new ideas. Some are made of the flake cloth and crepe cloth; others on material called the glass cloth. They come in various widths to 40-inch flouncings for full dress. The prices vary from 50c to \$5.00 yard.

Another lot of Flouncings are on French Voile, 27 inches wide, and only, yard, **50c**

A slow merchant bought heavy, but he was slow to sell them; we took them off his hands at 50c, at yard **\$1.00** and **50c**

Of course, there are other Embroideries for, yard **25c** and **12 1/2c**

### Surely Every Made Garment

Needs lace this year, and there is no store anywhere that has made greater preparations than we have. We know the value of new laces to-day, and have endeavored to come up to the mark.

15 and 27-inch Flouncings, 3 special prices for Monday—25c, 30c, 50c. These are the soft, new shadow laces, in white and cream.

Another lot of All-Over Shadow Laces, 42 inches wide, in white and cream; a large variety of attractive designs, yard, **\$1.00**

Other Novelty Laces, including the tango, in the two-tone shades; these are the new Paris developments; the prices are from 50c to \$5.50 a yard.

Tango Net, yard, 50c to **\$1.50**.

Net Top Laces, yard, 12 1/2c to **50c**.

A lot of real Cluny Lace for curtains and dresses; they are extremely stylish and pure linen; they will outwear any garment; they are put into 6 1/2 wide, yard, **25c**

Others are only 15c and are four inches wide.

Wash Laces are, yard 2c and 5c. Platte Vals of every idea and design, including new patterns.

Cohen's Main Floor.

### The Fourth Floor Carpet Department

**Will Be Good To You Monday**

We have 40 Axminster 9x12 Druggists to sell, in neat Oriental, floral effect; deep pile; the same that always have sold for \$22.50, Monday the price will be **\$13.50** each

Another lot of Druggists, seamless Brussels, full size 9x12; these are fast color goods, made out of worsted; there are 50 of **\$7.50** each

Also 43 pieces of 3-yard-wide Linoleum, from one of the best manufacturers in this country; patterns that will be discontinued. They are as good style as any of the new and have sold heretofore at the lowest price 50c yard; Monday they will be sold for, square **29c** yard

A new way of starting matting business this season; for instance, a Druggist, full size 9x12, in the new 1914 designs; instead of \$2.50, special sale Monday, each **\$1.85**

Cohen's Fourth Floor.

### The Good \$5.00 Skirt

The best, in fact, that we know of; one and two tiers, of all-wool material; perfectly tailored and sold for **\$3.98**

Another lot of Skirts; they are equal to what you see for a great deal more money; of the best material and perfectly tailored; price **\$5.75**  
Cohen's Second Floor.

### The Easter Gloves

are here in every kind, from the best makers at the best prices; there are new creations. We would like for you to see them; several lots of them are sold under price, as these, for instance—

15-Button White Gloves, instead of \$2.50, they are only **\$1.75**

16-Button White Chambray Gloves, instead of 75c, they are **45c**

Real Kid Gloves, with broad-embroidered back; the kind that you usually pay \$1.50 for, are sold at, pair **\$1.00**. In white, tan and black, the tans come in different shades.

Cohen's Main Floor.

### If You Come to the Seco Counters

you will never want to get away until you have made purchases; the goods are more beautiful than have ever been before. We don't know that four times the price goods are not in equal taste. There are novelties of every description, and even new prices—

Crepe de Chine for 29c. They are equal to the all-silk ones.

Brocade Seco, heavy weight, at, yard 50c. They are equal to the \$1.50 ones, and they are a yard wide.

We might talk for half an hour on the Seco—please come and see them.

Cohen's Main Floor.

### This Bargain Basement Is the Quick-Disposal Department

Goods come and go with post-like haste. There are on sale for Monday counters and counters filled with every sort of Colored and White Cotton Fabrics, among them the identical new fabrics everybody is looking for, and yet AT ABOUT HALF THEIR REGULAR COST. It is an economy spot "Right."

#### AMONG THE WHITE FABRICS.

Yard-wide 10c English Longcloth, for, yard, **57 1/2c**

19c White Poplin, silk finished, for, yard, **12 1/2c**

15c India Linen, 40 in. wide, for, yard, **6 3/4c**

25c Fancy White Crepe, in checks and embroidered dots, yard, **14c**

35c Fancy Poplin and Bedford cord, for, yard, **15c**

A lot of Chiffon Crepe, 10 in. wide, always 25c, for, **12 1/2c** yard

These colored cotton fabrics, the Renfrew Gingham, 12 1/2 inch wide; they are always **9 1/2c** and the best quality, yard

12 1/2c Figured Crepes, **7 1/2c** for, yard

12 1/2c Percales, at, yard **8 1/2c** only

15c Riplette, in the new and much wanted fabric, **10 3/4c** yard

You can buy the 8c Apron Gingham, for, yard **5c**

10-inch Unbleached Domestic for, yard **5c**

Embroideries up to 15c and 25c quality, to be closed out for, yard **8c**

Women's 12 1/2c Black Hose; double heel and toe, for, pair **9c**

Lot of Wash Dresses for misses; they were the 75c ones, new this season, for, **46c**

Cohen's Basement.

### This Silk Store Comes Close to the Best in America

There is not a silk manufactured whose prominence extends throughout the best houses in this country that does not furnish its best to Cohen's. This is a great silk season, and we have prepared not only all the new materials, but all the new colors and new finishings.

The 40-inch Crinkle Crepes that are much better quality than we have ever seen or sold before at \$2; in fact they have been priced in every good store in the country at \$2.50; our price is, **\$1.64** yard

Pussy Willow Taffeta, 40 inches wide, are among the first this season; the colors come different and the finish entirely different from anything of the past; they come in various styles of colorings or solid colors. Price, yard, **\$2.75**

The Chiffon Silks, similar to the all taffetas, but different in their appearance; are fast and soft as chiffon itself; they come in new colors too; 35 inches wide, and the price only **\$1.00**

There is another higher grade, at, yard **\$1.50**

40-inch Wide Crepe de Soie, the most superior that we have seen or sold at \$2.00; every new color, including the tango, new blue and all the rest. These are priced, **\$1.64** yard

36-inch Costume Satin, extra weight, yet soft for drapery; the material has a twill back of splendid service. Price, yard, **\$1.39**

Among the Black Chiffon Taffetas are the 40-inch wide Imperial; they are the goods, the wholesale cost of which is \$1.50 yard. We had them made to order, anticipating the great scarcity of these crepe chiffon silks, and will sell them **\$1.50** at, yard

A lot of 26-inch Crepe Cloths, in every color and combination found in the expensive crepes; any number of shades and designs **58c** The price only, yard, **58c**

Crepe Epingle, 50 inches wide, have come out faster than we could get them. There will be enough Monday. They are the new quick sellers. Also, new Poplins, with interwoven crepe. They come in colors of tango, wistaria, Copenhagen, navy and black. They are real **\$2.00** **\$1.44** value, for

Narrow Wide Diagonal, in all-wool, 50 inches wide, are the good wear and substantial materials, and are keeping as well with fashion; always useful. These have been **\$1.50** goods; **\$1.00** sold now for, yard

Double Width French Serge, in all-wool high-class fabric, shown in all the new spring shades. They are not the 50c goods, but the 69c ones, for, yard **49c**

Crowfoot Checks, the new form of them, at, yard **50c**

Broadcloth, at \$2.00 and \$2.25; they are sponged and shrunk finish cloths that you have always bought here at the higher price. These chiffon finished goods, in black and colors, are **\$1.48** sold now at, yard

A lot of white Pajama Checks are being sold, 28 inches wide, for **6 1/2c** yard. They are the 10c grade.

Covered Sofa Pillows, fancy art ticking, 16x22, for, **29c** only

5x90 Sheets, that are always 55c, for **57c**

Bleached Pillow Cases, for **6c** only

75c Dimity Spreads, single beds, for, **50c**

The Heavy White Spreads that you have bought here at \$1.89, will be sold for **\$1.89**

A lot of White Blankets to be closed out, marked 80c; they were 85c

Some are \$5.00 and \$8.00.

There are also lots of dresses that fit the baby, no matter whether it is one month old or six years.

White Dresses come in their various styles. We don't have them unless they are in the best of taste, and are, so that no fault can be found with them. Prices 50c, 50c, \$1.25 and up to \$5.00.

All Mail Orders Filled Promptly Satisfactory Service Guaranteed. Out-of-town customers should make use of our splendidly equipped Mail Order Department. Experienced shoppers give all orders immediate and careful attention.

All orders received by mail will be delivered to your home, all parcels post or express charges prepaid.

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### Store News

If you are fond of French Hand-Embroidered Pillow Cases, you will like the "ami French." It takes better than an ordinary look to tell they are embroidered by machine; made of the best cotton material; if real they would cost \$5.00; these are, a pair, **\$1.00** and **50c**  
Linen Dept.—Main Floor.

We have started a favorable war on the price of Hair Switches; 14 inch length, three full tails in one switch. They will be sold for **79c** for

Main Floor.

The Muslin Underwear Department has bought quite a large lot of goods recently; they are the best quality of material and well made; the maker had too many on hand and we bought them at a price that will be a great advantage.

Floral Crepe Gowns, with substantial high grade insertion; a novelty design; sold only for **\$1.00**

Among the lot are the Hand-Embroidered Gowns, with tulle edge and ribbon trimmed; sleeves embroidered also; the material is most substantial high grade muslin; they are **\$1.25** Gowns, for **75c** only

Gowns, with almost full body of shadow lace; the new **\$1.25** sleeves; are

Nainsook Corset Covers for \$c. You would not think you could get much for \$c, but they are real good, because they are the same quality we sell at 15c.

There is an endless variety of Drawers at 50c; some are worth 50c only, but a great number of them were priced up to 50c. You can take your choice for 50c. All come in one lot. These are only a few of the many on sale Monday.

Cohen's Second Floor.

Good Shears for 25c, are not easily gotten; most of them break on dropping—the ones on sale Monday at 25c are solid steel and are equal to what you usually pay 50c and 75c for.

Cohen's Main Floor.

LEATHER BAGS—The first time we have ever sold Ladies' Leather Bags at 70c equal to the quality of these, and we have sold some very cheap ones; they are real leather and leather lined, in different styles; made to have sold at \$1.25 and \$1.50.

Cohen's Main Floor.

NECKWEAR—You have seen the best Neckwear for men in town at 25c; of course, you buy very good ones at that price; the identical same ones, in an almost endless variety **15c** are on sale for

Cohen's Main Floor—Notion Dept.

Buttons—Beautiful Pearl Buttons, one-third bullet; pure solid pearl; not seconds; self shanks, also with perforated holes; a variety of sizes; the value of these Buttons has been 12 1/2c to 35c; two counters of them on Monday, your choice, doz. **5c** en

Cohen's Main Floor.

VIOLETS—You have seen double Violets; these are quadruple Violets, with green leaves to back them; **10c** a whole bunch on sale for

Cohen's Main Floor.

HANDKERCHIEFS—Your gentlemen friends—do they use 10c Hemstitched Handkerchiefs; there is a lot of them on in—about 400 dozen; good quality, soft finish; good enough for almost any one's use; the price is each 5c or 6c for 25c. They are the usual 10c ones; they would not get into this column.

In the same lot comes Ladies' Shamrock, hemstitched, with 3c dainty border, for, each **3c**

Cohen's Main Floor.

LADIES' HOSE—McCallum \$1.75 Hose; pure silk thread, in black only; they are sold with a guarantee by McCallum, and there is a guarantee price of them, too; Mon- **\$1.25** day they will be **12c** dozen.

There are only about 12 dozen. Cohen's Main Floor.

SHADOW LACES—For almost every wearable garment, a lot of edges 7 inches wide; the regular 15c value are on sale Monday for, **12 1/2c** yard

Cohen's Main Floor.

UMBRELLAS—American Taffeta, with tape edge, with embossed handle, silver deposit; the price is, **86c** each

Cohen's Main Floor.

MIDY BLOUSES—In the habit of seeing good Midy Blouses for 75c, white, with navy and red collars; well made; come from a good manufacturer; we bought all he **45c** had, and the price is, each **45c** Sizes from 12 to 20 years.

Cohen's Basement.

BOYS' COATS—In the Boys' Department, in the basement, there will be on sale all wool Scarlet Coats; ages 6, 7 and 8 years; with emblem and velvet collar; the usual best price is \$2.75, on sale for, **\$1.75** each

Cohen's Basement.

Art Department

will offer on Monday some specials. The material in the following are good; they are stamped by an artist:

Corset Covers, on fine nainsook, for, **15c**

Children's Dresses, on fine nainsook; sizes 2 to 4 yrs, for **15c**

Shirtings, on 25c quality voile, for, **29c**

Stamped Garments for children and ladies at special prices.

Cohen's Second Floor.

The Binner Corset

people have a demonstrator at our store now. If you are the slightest bit dissatisfied with the corset that you are wearing, we would like for you to come and see what a revelation and comfort it really is, should we fit them for you or make one to order to fit you, if necessary. These Corsets have been tried by the most critical women in America and Europe, and are not found wanting in the superiority. They are far ahead of the other good makers.

The price of these Corsets are—

**\$5 to \$10**

They take the easy place of Corsets that you pay as high as \$30 for, and they will not likely be as satisfactory as these.

Cohen's Second Floor.

